



# COURSE CATALOG

**BIZDOM**



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## **ACT 100**

### **FOLLOW THE MONEY: BASIC ACCOUNTING PRINCIPLES**

**CREDITS 4.0**

This class will focus on the fundamental aspects of accounting necessary for starting and maintaining a business. Participants will learn to read and understand profit and loss statements, financial statements, and other financial reports. This class will also cover fundamental accounting theories, principles and applications. Will encompass journal entry, ledger development, income determination, working papers, financial statements, depreciation, revenue and cost association, and related financial reporting topics.

## **ACT 120**

### **WHAT IT'S WORTH TO YOU ISN'T WHAT IT'S WORTH: THE ART OF BUSINESS VALUATION**

**CREDITS 3.0**

This class will cover the basics of business valuation. Topics include various valuation techniques, research, and presentations, as well as a basic analysis of financial statements and the risk environment.

## **ACT 130**

### **BUSINESS TAXATION: PAYING A FAIR SHARE**

**CREDITS 2.0**

This course will cover taxes from an operational standpoint. This class will address property taxes, sales and use taxes, employment taxes and state and income taxes. The impact of taxes on selection of business structure as well as operational expansion will be addressed. This course will focus on the practical aspects of taxation, including the ethics of taxation and criteria for selecting a tax preparer.

1. To introduce participants to a broad range of tax concepts and types of taxpayers.
2. To provide a framework for integrating income tax planning into the business decision-making process.
3. To provide participants with an understanding of the various tax obligations facing businesses operating in Detroit.
4. To expose participants to professional standards and ethics.
5. To provide participants with a working knowledge of the interrelationships and differences between financial accounting and tax accounting.
6. To provide participants with guidance on selecting a tax preparer.
7. To provide participants with a understanding of the steps necessary to obtain tax identification numbers and other matters for tax compliance.
8. To provide participants with a framework for lessening their tax obligations through deductions.

## **BGL 110**

### **DO THE RIGHT THING: BUSINESS ETHICS AND ETIQUETTE**

**CREDITS 2.0**

The high road is not a shortcut. Maintaining the highest degree of integrity is the standard expected of all Bizdom U entrepreneurs. This class will cover ethical issues within the business world. This class will also cover business etiquette surrounding meetings, use of phones, dissemination of correspondence, etc.

## **BGL 120**

### **EVERY CLIENT. EVERY TIME. NO EXCEPTIONS. NO EXCUSES.:**

### **THE KEY TO CUSTOMER SERVICE**

**CREDITS 1.5**

Clients don't care how much you know until they know how much you care. This class will cover keys to providing excellent customer service. Techniques include: attainment of customer feedback, the incorporation of customer feedback in the development of products or services, the development of strategies to align an organization around the customer, and implementation of methods to monitor progress.

## **BGL 130**

### **SALES AND NETWORKING: NUMBERS AND MONEY FOLLOW;**

### **THEY DO NOT LEAD**

**CREDITS 2.0**

Every business needs to identify "The Diff" that unique selling proposition that makes its product or service the preferred choice. This class will cover strategies to create and sustain an organization focused on sales. Developing skills and relationships are the keys to developing sales. This class will encompass techniques to ensure that an organization's employees, reward systems, processes, training programs, culture and measurement systems are aligned with sales. Will include the techniques for effective networking as well.



## **BGL 140**

### **TRAINING: INVESTING IN AND EMPOWERING EMPLOYEES**

**CREDITS 1.5**

Investment in training pays dividends through increased productivity and efficiency. Effective training is essential for employee growth and retention. This class will encompass the essential ingredients of a training session, recruiting trainers, the development of training exercises, the measurement of trainee performance and group dynamics associated with training.

## **BLW 100**

### **BUSINESS LAW: DO THE RIGHT THING**

**CREDITS 3.0**

This class covers the basic aspects of our legal system most applicable to running a business. Business formation structures will be compared. Participants will also study contracts, personal property, real property, sales, negotiable instruments, torts and related topics.

## **BZD 100**

### **ENTREPRENEURSHIP:**

### **LEADERSHIP AND THE FUNDAMENTAL "ISMS" OF BIZDOM**

**CREDITS 3.0**

Successful enterprises come from a combination of effective leadership and a shared vision. This class will teach entrepreneurs core principles of leading organizations: communication, listening, coaching and motivation. Participants will also learn the "Isms", the guiding principles of Bizdom U's culture. Participants will also learn organizational and presentation skills to increase their skills as leaders.

By the end of this course, participants should:

- Understand and be able to discuss different leadership principles
- Apply leadership techniques in simulations and live exercises
- Illustrate and articulate a leadership plan
- Discriminate between techniques to be applied with different learning styles
- Understand the Isms and relate them to real world situations they are likely to encounter
- Demonstrate basic professional etiquette
- Integrate Outlook or other organizational techniques into their daily routine
- Demonstrate techniques for leading meetings
- Begin to be able to articulate their leadership philosophy and vision

## **BZD 110**

### **BUSINESS WISDOM: LESSONS LEARNED IN THE REAL WORLD**

**CREDITS 1.5**

This course will provide participants with insights, discoveries, principles and "bits of wisdom" from established and successful business professionals. Each week a guest lecturer will speak on a different topic which they have found to be essential for successful entrepreneurship. Topics covered will include adaptation, competitiveness, discipline, emotional resilience, goal setting, honesty, optimism, organization, perseverance, persistence, risk taking, understanding and vision.

## **BZD 111**

### **BUSINESS WISDOM: LESSONS LEARNED IN THE REAL WORLD**

**CREDITS 1.5**

See BZD 110

## **BZD 120**

### **THE BIZDOM ROUNDTABLE: ISSUES IN ENTERPRISE**

**CREDITS 1.5**

Following the principle of "It's not about WHO is right, it's about WHAT is right," this course is presented in a roundtable flat-status format. Participants, trainers as well as members of the community will discuss current issues in business life and society. Active and engaged discussion is expected from all participants as they go deep into a topic to achieve insight and understanding. Topics covered will include diversity, success, leadership, and the role of the entrepreneur in society.

During this course, participants will:

- Engage in lively, respectful and productive in-class discussions
- Contribute to the open and honest nature of the roundtable
- Support and defend their positions in class discussions
- Synthesize and address different points of view
- Prepare blog entries which reflect their analysis and synthesis of the issues addressed at each particular session
- Integrate the various topics into a final analysis on a topic of their choosing



**BZD 121****THE BIZDOM ROUNDTABLE: ISSUES IN ENTERPRISE  
CREDITS 1.5**

See BZD 120

**BZD 122****THE BIZDOM ROUNDTABLE: ISSUES IN ENTERPRISE  
CREDITS 1.5**

See BZD 120

**BZD 123****THE BIZDOM ROUNDTABLE: ISSUES IN ENTERPRISE  
CREDITS 1.5**

See BZD 120

**BZD 130****IGNORE THE NOISE: THE MENTALITY OF SUCCESS  
CREDITS 2.0**

Being a successful entrepreneur involves more than running a successful enterprise. A successful entrepreneur will cultivate and develop the proper mindset for success. A successful entrepreneur keeps their eye on the ball and can tune out the "noise", those negative thoughts, words and actions that distract us from our potential. Through selected readings and lectures by guest speakers, future entrepreneurs will gain hands-on real world experience in creating success internally and using that as the basis for external success.

By completing this course, our recruits will:

- Gain an empowered sense of themselves
- Develop their own roadmap to success
- Develop strategies for avoiding negative thoughts and actions
- Learn to find success within moments of failure

## **BZD 140**

### **THE BUZZ**

### **CREDITS 1.0**

Entrepreneurs must work hard and keep their noses to the grindstone. They also need to be informed and keep their ears to the ground. Knowledge is power. In this training, Bizdom recruits will be required to read and keep current with several leading business periodicals and email newsletters. During the sessions, the Training Leader will drill the participants, so they can go deep on information and challenge assumptions.

Participants will:

- Improve analytical and reading skills
- Develop the ability to discern the quality of various news sources
- Formulate informed opinions and theories on best (and worst) business practices
- Identify trends revealed through various news sources

## **BZD 150**

### **BIZDOM BOOK CLUB**

### **CREDITS 1.5**

At Bizdom U, we take an unconventional approach to education. While textbooks have their purposes, they are typically geared towards educating students, not improving businesses. In the Bizdom Book Club, we address this by using the great business books. This is a better way of learning as the material is more in depth and less spoon fed. Authors are targeting entrepreneurs not students. You'll find these books on the bookshelves of successful people. However, we're not just going to review the old classics, we'll also look at newer books. Cutting edge ideas show up in mass market books long before they show up in textbooks. Ultimately, outside of an educational context, this is how people acquire information. However, there will be no sacred texts. We will question and challenge underlying assumptions. By sharing thoughts and analysis arrive at a deeper understanding not of the books, but of the issues addressed by the books, all of which ultimately touch on success.

Participants will:

- Discuss the themes that recur in studies of successful enterprises
- Identify and analyze factors present in successful companies
- Compare and contrast different theories of successful enterprises
- Refine their own thinking with regard to what works in companies and what doesn't
- Go deep and think about how to achieve success at an organizational level

## **BZD 160**

### **THE BEST IN THE BIZ**

#### **CREDITS 1.5**

Since the wheel was invented around 3500 B.C., there has never been a need to reinvent it. To be the best, you need not reinvent the best, you must simply recognize the best, apply it and even improve upon it. Entrepreneurs must develop the ability to recognize best (and worst) practices in other enterprises, and incorporate best practices into their enterprises. Best practices however are rarely labeled as such. Entrepreneurs must be able to do research, reflect on the practices of companies and determine their merit. Successful entrepreneurs are obsessed with finding a better way. By reflecting upon and researching best practices, our recruits will be developing a resource of best practices to draw upon in starting up and running their own businesses.

Participants will:

- Develop research skills
- Identify and analyze practices in enterprises
- Articulate best practices across a wide variety of disciplines
- Develop a deep understanding of the role culture plays in execution: how thinking becomes doing
- Formulate informed opinions and theories on best (and worst) business practices

## **BZD 200**

### **PROJECT BIZDOM: ARE YOU UP TO THE CHALLENGE?**

#### **CREDITS 3.0**

Synthesizing course work and lectures into practical, applicable experience; Project Bizdom will present participants with different individual challenges and group projects each week. Each project will culminate in a presentation by the participants which will be critiqued and scored by a panel of judges from the training staff and business owners. Points will be awarded at the end of each challenge and a winner will be declared. In addition to points and prestige, the winner or winners of each challenge will win a prize.

During this course participants will:

- Demonstrate effective teamwork
- Acquire an understanding of team dynamics
- Apply basic presentation and persuasion techniques
- Demonstrate effective techniques for responding to coaching and criticism
- Fully and actively participate in all group exercises
- Demonstrate problem solving techniques
- Apply leadership skills
- Demonstrate effective planning and execution skills
- Apply conflict resolution skills

## **BZD 201**

### **PROJECT BIZDOM: ARE YOU UP TO THE CHALLENGE?**

#### **CREDITS 3.0**

See BZD 200



## **BZD 202**

### **PROJECT BIZDOM: ARE YOU UP TO THE CHALLENGE?**

**CREDITS 3.0**

## **BZD 210**

### **THE HISTORY AND CULTURE OF DETROIT: MOTOWN AND THE MOTOR CITY**

**CREDITS 3.0**

From the early days of settlement, to the rise of the automobile, to the growth of the city, to the decline of the city, to the current renaissance, this class will provide a comprehensive view of the city's history and culture. This class will also provide a sense of where the city is today and what the future holds for this exciting renaissance.

By completing this course participants will:

- Develop an understanding of the city's history and culture and its contribution to the city's development
- Be able to identify the major events and people that have shaped the city
- Demonstrate insight and understanding of the city's current business climate and revitalization of the city
- Develop an appreciation for the city's history and culture and its role in the city

## **BZD 220**

### **METAL SHOP 1: DEVELOPING YOUR BUSINESS CONCEPT**

**CREDITS 3.0**

A primary characteristic of entrepreneurship is drive. Most entrepreneurs have a business idea which they are passionate about pursuing. In our series of Metal Shop classes, future entrepreneurs will work on a business idea of their choosing. This business idea can serve as the basis of the business plan prepared at the conclusion of the Bizdom program. At the discretion of the entrepreneur, an alternate business idea can be used as the basis for this course. The idea will be refined, revised, rejected and improved. In this first course, emphasis will be placed on the underlying business concept and the business plan. The business plan will be refined, revised, rejected and improved. In this first course, emphasis will be placed on the underlying business concept and the business plan.

By completing this course participants will:

- Develop tools for researching their business idea
- Research and interpret an industry analysis
- Identify and assess potential threats to their business
- Develop basic presentation and persuasion techniques
- Demonstrate effective techniques for responding to criticism
- Evaluate and assess a variety of business concepts
- Offer insight and analysis on other entrepreneurs' concepts
- Formulate a customer profile
- Prepare a marketing plan and advertising budget
- Engage in lively, respectful and productive in-class discussions
- Support and defend their positions in class discussions

**BZD 225****METAL SHOP 2: CREATING YOUR BUSINESS****CREDITS 3.0**

A primary characteristic of entrepreneurship is drive. Most entrepreneurs have a business idea which they are passionate about pursuing. In our series of Metal Shop classes, future entrepreneurs will work on a business idea of their choosing. This business idea can serve as the basis of the business plan prepared at the conclusion of the Bizdom program. At the discretion of the entrepreneur, an alternate business idea can be used as the basis for this course. During Metal Shop, through a series of project based assignments and aggressive and directed peer review, the business idea will be refined, revised, rejected and resurrected. In this second course, emphasis is placed on turning the developed business concept into a business plan and engaging in the initial steps to execute the business plan.

**BZD 226****METAL SHOP 2: CREATING YOUR BUSINESS****CREDITS 3.0**

See BZD 225

**BZD 227****METAL SHOP 2: CREATING YOUR BUSINESS****CREDITS 3.0**

See BZD 225

**BZD 230****METAL SHOP 3: GROWING YOUR BUSINESS****CREDITS 3.0**

A primary characteristic of entrepreneurship is drive. Most entrepreneurs have a business idea which they are passionate about pursuing. In our series of Metal Shop classes, future entrepreneurs will work on a business idea of their choosing. This business idea can serve as the basis of the business plan prepared at the conclusion of the Bizdom program. At the discretion of the entrepreneur, an alternate business idea can be used as the basis for this course. During Metal Shop, through a series of project based assignments and aggressive and directed peer review, the business idea will be refined, revised, rejected and resurrected. In this final course, emphasis is placed on opportunities for expanding and growing the student's proposed business.

WHERE IDEAS GET TO WORK

BIZDOM

## **BZD 231**

### **METAL SHOP 3: GROWING YOUR BUSINESS**

**CREDITS 3.0**

See BZD 230

## **BZD 300**

### **BIZDOM INTERNSHIP: EXCELLENCE IN EXPERIENCE**

**CREDITS 10.0**

One of our fundamental principles, or Bizms, is “We learn best by doing, and do our best by learning.” During the second year of the Bizdom U program, participants will have an internship at a local business. Participants will spend at least ten hours per week at this business, assisting the business in some capacity, while simultaneously studying the businesses procedures and operations.

Participants will:

- Analyze the operations of the business
- Prepare a final presentation analyzing the strengths and weaknesses of the business
- Formulate an action plan for the business

## **BZD 301**

### **BIZDOM INTERNSHIP: EXCELLENCE IN EXPERIENCE**

**CREDITS 10.0**

See BZD 300

## **BZD 302**

### **BIZDOM INTERNSHIP: EXCELLENCE IN EXPERIENCE**

**CREDITS 10.0**

See BZD 300

## **COM 100**

### **FINDING YOUR VOICE AND USING IT: PUBLIC SPEAKING**

**CREDITS 3.0**

An essential skill for every entrepreneur is the ability to speak in an effective manner. Through a series of participatory exercises participants will learn to be active listeners and engaging speakers. Participants will develop and refine their own voice and style.

## **COM 110**

### **GUERRILLA COMPOSITION - A STICK AND MOVE APPROACH TO GRAMMAR AND ANALYSIS**

**CREDITS 3.0**

Covers the principles of well written business communications. Will encompass the development of content, determination of length, the assurance of clarity, and related topics. Will include the generation of letters, memorandums, business cases, research studies, and emails.

Participants will:

- Apply the fundamental rules for grammar, usage and punctuation
- Acquire and apply proofreading processes
- Demonstrate proficiency with reading and comprehension
- Integrate reading assignments into the preparation of business cases
- Summarize persuasive essays they have read
- Differentiate different tones and styles of writing
- Maintain listening journals where they summarize business reports of interest to entrepreneurs

## **COM 120**

### **GETTING WHAT YOU WANT WHILE GETTING TO YES: NEGOTIATION SKILLS**

**CREDITS 2.0**

Negotiation is a vital life skill as well as a business skill. We are born negotiators, from debating curfew times with our parents to negotiating our own internal conflicts, we all have experience with negotiation. Most negotiation is done reflexively and with very little thought towards planning, execution and outcome. This course will raise your awareness in negotiations as you will develop an understanding of the principles, strategies, and tactics of effective negotiation. Particular emphasis will be placed upon maintaining ethical and personal standards throughout negotiations.

Participants will:

- Gain a deeper understanding of the negotiation process
- Develop their negotiating skills
- Gain confidence in their negotiation skills
- Analyze and contrast different negotiating techniques
- Gain live experience with negotiations both on a group level and an individual level
- Develop strategies for dealing with tough negotiations
- Gain an understanding of the importance of ethics and integrity in all negotiations

## **COM 210**

### **EFFECTIVE PRESENTATIONS: POWER POINT AND THE STORIES WE TELL CREDITS 2.0**

Without a story to tell, your business is selling a commodity. Combining oral presentations and computer assisted presentations, this course is designed to improve presentation skills across a wide context. This course emphasizes creativity and developing different presentation styles for different audiences. While PowerPoint has become the standard for presentations, participants will explore a wide range of presentation tools and techniques. Participants will therefore be familiar with the standard, but will be able to deliver the unexpected.

Participants will:

- Demonstrate different presentation techniques
- Revise and refine presentations both individually and in groups
- Understand the importance of audience analysis before preparing a presentation
- Analyze and critique each other's presentations
- Develop techniques for presenting without the assistance of presentation software applications
- Improve their skills at using PowerPoint for presentations

## **ECN 100**

### **THE SCIENCE OF WHO GETS WHAT AND HOW: PRINCIPLES OF ECONOMICS CREDITS 3.0**

This class will cover both macro and microeconomic principles. Encompasses the measurement and determination of national income, unemployment, and inflation. This class also deals with the monetary system, the banking system, stabilization policies, and international economics. Additional topics include: supply and demand, pricing, profit maximization, differing market structures, and resource allocation.

## **EGL 120**

### **READING REVIEW: READING SMART BY READING EFFICIENTLY CREDITS 3.0**

This class will provide a review of reading techniques to prepare participants when reading business correspondence. This will encompass techniques designed to increase reading speed and comprehension. This class will involve a large variety of practice tests.





## **ENT 120**

### **ENTREPRENEURSHIP: STARTING A BUSINESS FROM THE GROUND UP**

#### **CREDITS 3.0**

This course will provide a practical, step-by-step pathway for starting-up a business. This class will cover generating and developing a business concept and then turning that concept into a business plan, obtaining financing, and the steps needed to start a business.

By completing this course participants will:

- Define different business sectors and markets
- Analyze competitive advantage
- Prepare marketing plans and mission statements
- Utilize and apply breakeven analysis
- Analyze and assess a variety of business concepts
- Formulate a customer service strategy
- Analyze basic profit and loss statements, income statements and balance sheets
- Evaluate various funding strategies
- Develop basic strategies for business valuation

## **ENT 130**

### **INNOVATION: OBSESSED WITH FINDING A BETTER WAY**

#### **CREDITS 1.5**

One of the fundamental strengths of entrepreneurship is finding a better way: a better product, a better way of marketing an existing product, a better way of doing business. This class will cover strategies to foster innovation within a business. Techniques for idea generation, brainstorming, and the development of creativity will be developed.

## **FAC 100**

### **BRICKS, MORTAR, AND BROKEN TOILETS:**

### **REAL ESTATE AND FACILITY MANAGEMENT**

#### **CREDITS 1.5**

This class will cover the basics surrounding real estate and facility management. Will encompass business site selection, decisions to purchase/lease real estate, and common negotiated terms.

## **FIN 110**

### **TELL THAT TO THE BANK: HOW TO OBTAIN FINANCING CREDITS 2.0**

Whether through credit cards, lines of credits or real estate loans, at some point every business will take on debt. This course will cover the various forms of debt involved in running an enterprise, with a particular focus on dealing with banks and obtaining startup funding.

## **FIN 120**

### **CAPITAL MARKETS: STOCKS, BONDS, SWINDLES AND CONS CREDITS 3.0**

This course will cover the basics of the stock market, as well as the term structure of interest rates in bond markets. Participants will gain an understanding of how to balance risk and return in selecting instruments for investments, with an eye towards developing a portfolio approach to investment. An overriding theme of this class will be dealing ethically in financial markets. This course will emphasize the concepts of capital markets in a real-world setting using real-world problems.

## **GOV 100**

### **GOVERNMENT: THE LONG ARM OF THE LAW CREDITS 3.0**

This course examines the dynamics of America's political process. Participants will analyze the inter-workings of the executive branch, the legislative branch, the judicial branch, and special interest groups. Also covered will be the responsiveness of the governmental system and the determination of public policy.

## **HRS 100**

### **HUMAN RESOURCES:**

### **WHO WE ARE IS MORE IMPORTANT THAN WHAT WE DO CREDITS 2.0**

This class will cover all of the issues associated with the management of a business's human resources; including the development of compensation systems, benefit plans, staffing analyses, performance review, hiring, termination, organizational structure, organizational culture and diversity.

## **MKT 200**

### **MAVERICK MARKETING: MAKE MORE MONEY AND GROW YOUR BUSINESS CREDITS 3.0**

In a consumer driven economy, marketing is one the most crucial competencies for an entrepreneur to master. This class will cover the development of the product as well as pricing, placement, positioning, and promotion strategies.

## **MTH 120**

### **MATH REVIEW: ALMOST ALL THE MATH YOU NEED TO KNOW, YOU KNOW**

#### **CREDITS 1.5**

This class will review the mathematical concepts necessary to prepare a student for core business courses. Participants will review applicable elements of basic mathematics and algebra, and apply the same in a business context including: bank and sales records, percentages in business, financial charges and statements, insurance, bonds, stocks and annuities.

By completing this course participants will:

- Improve their basic math skills
- Utilize algebra skills in a business context
- Calculate, understand and apply ratios in comparison
- Differentiate different mathematical tools for analysis
- Learn basic financial reconciliation skills
- Calculate interest rates, simple and compound
- Calculate present values and discount rates

## **REL 200**

### **REAL ESTATE: THE DIRT ON THE DEAL**

#### **CREDITS 2.0**

Not only is real estate an enterprise of its own, real estate literally lies under every single other business enterprise. No entrepreneur can go for very long before they get their hands dirty with real estate. From office leases, to renting retail space, to sale and leaseback financing on the corporate headquarters, real estate surrounds an entrepreneur. Real estate also can act as the basis of many diverse enterprises: brokerage, building investment portfolios, or flipping houses. This course will provide entrepreneurs with insight into the commercial real estate acquisition process, as well as addressing issues of real estate investment.

Entrepreneurs completing this class will:

- Obtain an understanding of the real estate acquisition process
- Develop a framework for making decisions related to real estate
- Understand the real estate valuation process
- Differentiate the advantages and disadvantages of different forms of real estate ownership
- Understand the core issues involved in commercial leases
- Be able to evaluate the profitability of a real estate investment

## **STS 100**

### **ANALYSIS WITHOUT PARALYSIS: A PRIMER ON BUSINESS STATISTICS**

#### **CREDITS 3.0**

This class covers the principles of generating and analyzing business statistics. Encompasses the processes with which data is collected, analyzed, and presented. Will include coverage on the topics of statistical process control, variation, and methods used to test for statistical significance.

## **TCH 110**

### **COMPUTER APPLICATIONS: MASTERING THE TOOLS OF MICROSOFT CREDITS 4.0**

This class covers the basics associated with computer hardware and software. Basics such as laptop computer navigation will be covered. Participants will develop skills and prepare projects in a variety of software applications including MS Office, Word Processing, PowerPoint, and Excel. This class will also cover basic web technologies as they relate to web design. Participants will have hands-on experience creating a website.

During this course participants will:

- Prepare various types of word processing documents, including tables and outlines
- Incorporate graphics, charts and graphs into word processing documents
- Prepare PowerPoint Presentations which include data from other applications as well as multimedia segments
- Use spreadsheets for purposes of "what if" analysis
- Create a website

## **TCH 120**

### **THE INTERNET: THE DIGITAL MARKETPLACE CREDITS 3.0**

Today's consumers utilize the internet for a wide range of needs. From shopping to research, the internet is increasingly become a place where all business must operate. This class will involve the design of a website from the standpoint of clarity, ease of use and efficiency. This class will also discuss internet marketing techniques and ecommerce.

## **TCH 130**

### **PERSONAL TECHNOLOGY: GIZMOS AND GADGETS CREDITS 1.0**

This class will also afford recruits the opportunities to geek out and explore cutting edge internet technologies and concepts such as blogging, feed syndication, and Web 2.0. This class also covers the basic technologies available to enhance personal effectiveness. The course will encompass the efficient use of laptops, remote email devices, pocket computers, cell phones and related items.

During this course participants will:

- Utilize laptops and collaborative online applications
- Create their Bizdom blog
- Learn the tips and tricks of effective Blackberry use
- Integrate personal organization across diverse platforms
- Exploring cutting edge internet technologies and concepts